



PROTECT YOUR VOTE OHIO

#58715

Revision #: 0 Date: 9/21/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2724
 Media: TV Description: OH PROTECT YOUR VOTE 2012
 Product: ISSUE 2 Flight Start Date: 9/24/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 10/7/12 4:59:00 AM

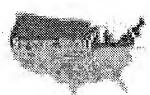
Separation between spots: 10

41% WKRC
 20 WWT
 20 WPO
 15 WXIX
 4 WSTR

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
					Dur	9/24	9/25	9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3	10/4	10/5	10/6	10/7	
WKRC-TV																				
10	MTuWThF 6:00a-6:30a/ GD MRN CINN@6/	EM	\$1,200.00	\$1,020.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
11	Sa 8:00a-9:00a/ SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2
12	Sa 9:00a-10:00a/ SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2
13	MTuWThF 6:00p-6:30p/ LOCAL12 NEWS-6<	EN	\$2,500.00	\$2,125.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
14	MTuWThF 11:00p-11:35p/ LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
15	Su 11:00p-11:35p/ LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	0	0	0	0	1	0	0	0	0	0	1	2	
Total Spots:					3	3	3	3	3	2	1	3	3	3	3	3	2	1	36	
Total Cost:					\$75,000.00	\$63,750.00														
Total					SEP 12	\$37,500.00	\$31,875.00												18	
					OCT 12	\$37,500.00	\$31,875.00												18	

Signature: _____

Disclaimer:



Summary by Station/System

Date: 9/21/2012

Separation between spots: 10

Station	Total Spots	STN Gross		STN Net	
		PCT		PCT	
WKRC-TV	36	\$75,000.00	100%	\$63,750.00	100%
Market Total:	36	\$75,000.00		\$63,750.00	

LOCAL / 2

Advertiser	Name: Demographic: Product Codes: Priority: Revenue Codes:	Protect Your Vote Ohio HH Issues/Propositions P-1 AGY, POL-ISS, GEN
-------------------	---	--

Bill Plan				Net Amount
Start Date	End Date	# Spots	Gross Amount	
08/27/12	09/30/12	18	\$37,500.00	\$31,875.00
10/01/12	10/07/12	18	\$37,500.00	\$31,875.00

Account Executives				Order %	
Account Executive	Sales Office	Sales Region	Start Date / End Date		
LSM	LSM		Start Of Order -End Of Order		100%

Order / Rev: 58715
Alt Order #:
Flight Dates: 09/24/12 - 10/07/12

Advertiser: Protect Your Vote Ohio
Product Desc: Issue 2 EST: 2724
Estimate: 2724

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Early Show	Spots/Week	(9:00 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Rate</u>			<u>Rating</u>					
Week:	09/24/12	09/30/12	-----1-		1	\$1,100.00	0.00								
Week:	10/01/12	10/07/12	-----1-		1	\$1,100.00	0.00								
N 4	WKRC	09/24/12	10/07/12	6p Local 12 News at SixCM	6p-630p ✓	11111--	:30		5	\$2,500.00	P-2 ✓	0.00	NM	10	\$25,000.00
Start Date	End Date	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>					
Week:	09/24/12	09/30/12	11111--		5	\$2,500.00	0.00								
Week:	10/01/12	10/07/12	11111--		5	\$2,500.00	0.00								
N 5	WKRC	09/24/12	10/07/12	11p M-F Local 12 News CM	11p-1135p ✓	11111--	:30		5	\$2,800.00	P-2 ✓	0.00	NM	10	\$28,000.00
Start Date	End Date	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>					
Week:	10/01/12	09/30/12	11111--		5	\$2,800.00	0.00								
Week:	10/07/12	11111--			5	\$2,800.00	0.00								
N 6	WKRC	09/30/12	10/07/12	11p Sa-Su Local 12 Nws CM	11p-1135p ✓	-----1	:30		1	\$2,800.00	P-2 ✓	0.00	NM	2	\$5,600.00
Start Date	End Date	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>					
Week:	09/24/12	09/30/12	-----1		1	\$2,800.00	0.00								
Week:	10/01/12	10/07/12	-----1		1	\$2,800.00	0.00								
									Totals	36					\$75,000.00